

SECTION 11 DESIGN & DEVELOPMENT STANDARDS FOR RETAIL

11.01 APPLICABILITY (ZA2001-0006)

The regulations provided in this section shall apply to all retail, restaurant, and commercial development. These regulations shall also apply to office uses located within a retail/commercial development. Where the regulations of this section conflict with other sections of this Ordinance, the regulations of this section shall apply. Where the regulations of this section conflict with regulations of an overlay district, the overlay district regulations shall apply.

11.02 EXTERIOR APPEARANCE OF BUILDINGS AND STRUCTURES

- A. Primary exterior materials shall conform to the requirements found in Article IV, Section 9.09. In addition to these requirements, the use of Exterior Insulated Finishing System (EIFS) is not permitted below nine (9) feet above finished grade, and the use of EIFS above nine (9) feet is limited to high impact EIFS.
- B. Secondary materials used on the façade of a building are those that comprise less than 10% of an elevation area. Permitted secondary materials are all primary materials, aluminum or other metal, or other materials as approved by the Director of Planning or his/her designee.
- C. All buildings shall be designed to incorporate no less than four (4) of the architectural elements from the list below. Buildings over fifty thousand (50,000) square feet must include a minimum of six (6) of the referenced architectural elements. Buildings over one hundred thousand (100,000) square feet must include a minimum of seven (7) of the referenced architectural elements:
 - Canopies, awnings, or porticos;
 - Recesses/projections;
 - Arcades;
 - Peaked roof forms;
 - Arches;
 - Outdoor patios;
 - Display windows;
 - Architectural details (such as tile work and moldings) integrated into the building facade;
 - Articulated ground floor levels or base;
 - Articulated cornice line;

- Integrated planters or wing walls that incorporate landscape and sitting areas;
 - Offsets, reveals or projecting rib used to express architectural or structural bays;
 - Accent materials (minimum 15% of exterior facade);
 - Varied roof heights;
 - Or other architectural features approved by the Director of Planning or his/her designee.
- D. All retail/commercial buildings shall be architecturally finished on all four (4) sides with same materials, detailing, and features if only one (1) row of trees is planted on the perimeter behind the building.
- E. All retail/commercial buildings shall be architecturally finished on all four (4) sides with same materials, detailing, and features except the rear if two (2) rows of trees are planted on the perimeter behind the building. In this case, the architectural finish must match the remainder of the building in color only. A double row of trees on offset fifty (50) foot centers in a fifteen (15) foot landscape edge, where 50% of the trees are canopy evergreen trees. This is for facades that are not visible from public streets and apply to anchor buildings and attached in line spaces only. Does not include “out” buildings.
- F. Windows shall have a maximum exterior visible reflectivity of 20%. Pink and gold glass is not permitted.
- G. All retail/commercial buildings with facades greater than two hundred (200) feet in length shall incorporate wall plane projections or recesses that are at least six (6) feet deep. Projections/recesses must be at least 25% of the length of the facade. No uninterrupted length of facade may exceed one hundred (100) feet in length.
- H. All buildings within a common retail development, as shown on a Concept Plan or Preliminary Site Plan, shall have similar architectural styles, materials, and colors.
1. Conceptual facade plans and sample boards shall be submitted with the Preliminary Site Plan application for all non-residential uses. The purpose of the conceptual facade plan is to ensure consistency and compatibility for all buildings within a single development. Facade plans will be used only to ensure minimum standards are met.
 2. A final facade plan and sample boards shall be submitted with the Final Site Plan application for all non-residential and multifamily uses. Facade plans will be used only to ensure minimum standards are met.

- I. Corporate identities that conflict with the building design criteria shall be reviewed on a case-by-case basis and approved by the Director of Planning or his/her designee. The applicant can appeal the decision to the Planning & Zoning Commission and City Council.

11.03 GAS PUMPS AND CONVENIENCE STORES WITH GAS PUMPS REQUIREMENTS

- A. Roofs of convenience store building and pump canopy shall be pitched.
- B. Canopy columns shall be fully encased with masonry that is complimentary to that used on the main building.
- C. The canopy band face shall be a color consistent with the main structure or an accent color and may not be backlit or used as signage.
- D. Convenience Stores with Gas Pumps/Service Stations shall be prohibited in a Vertical Mixed-Use development except where permitted along S.H. 121, U.S. 380, FM 423, and the Dallas North Tollway.
- E. Limited to two (2) corners of intersecting Major Thoroughfares where zoning permits.
- F. Gas pump islands must be within two hundred (200) feet of the right-of-way lines of the intersecting major thoroughfares.

11.04 BIG BOX REQUIREMENTS

- A. Big Box uses are defined as single tenant retail buildings over 70,000 square feet.
- B. Big Box uses are permitted by right with appropriate zoning if:
 - 1. The lot has frontage on the Dallas North Tollway, S.H. 121, or U.S. 380,
 - 2. The use is located within a retail center that has frontage on F.M. 423 and the entire Big Box building, all of its required parking, and its required loading area are located within 1,650 feet of F.M. 423, or
 - 3. The use is located within the area bounded by the Dallas North Tollway, Warren Parkway, Ohio Drive, and S.H. 121.
- C. Big Box uses are permitted by Specific Use Permit (SUP) in other areas where zoning is appropriate.

11.05 PAD SITE REQUIREMENTS

- A. A pad site is defined as a retail building of 6,000 square feet or less.
- B. Pad sites at retail centers shall be limited to one for every five (5) acres, or portion thereof, of the overall development.
- C. City Council can approve a variance to this requirement.

11.06 CIRCULATION AND PARKING REQUIREMENTS

- A. See Article IV, Section 4 for parking size and amount requirements.
- B. Parking aisles shall be designed as to be perpendicular to the front of the primary building in the development.
- C. All parking spaces for a building must be located within three hundred and fifty (350) feet of walking distance from the building's public entrance. Big Box uses are excluded from this requirement.
- D. Parking spaces that face and are adjacent to a building shall utilize wheel stops and/or bollards.
- E. Speed bumps are not permitted within a fire lane.
- F. No more than 10% of the required parking can be located in the service/loading area of a building except for buildings located on the street.
- G. Drive aisles in front of buildings cannot be longer than three hundred (300) feet continuous without a thirty (30) foot offset, traffic circle, or other acceptable traffic-calming feature approved by the Director of Planning or his/her designee.
- H. Retail developments containing between 100,000 and 400,000 square feet of retail floor area may reduce their parking ratio from five (5) spaces per 1,000 square feet to four (4) spaces per 1,000 square feet of floor area. For developments that contain over 400,000 square feet of floor area, parking can be reduced to four and a half (4.5) spaces per 1,000 square feet of floor area. The space that would otherwise be used for parking shall be left as open space with plans to convert it to parking if determined necessary by the property owner or the Director of Planning or his/her designee.
- I. Main building in-line restaurants may reduce their parking from one (1) space per one hundred (100) square feet of floor area to one (1) space per two

hundred (200) square feet of floor area. This reduction is available for up to ten percent (10%) of the main building's total floor area. This reduction is not available to Private Clubs and/or Alcoholic Beverage Establishments. (ZA09-0004)

- J. Bicycle parking slots shall be provided at retail centers at a rate of one (1) slot for every twenty (20) required parking spaces.

11.07 LANDSCAPING AND OPEN SPACE REQUIREMENTS

- A. See Article IV, Section 2 for general landscaping requirements.
- B. Required parking lot trees may be consolidated into groups under the following conditions:
 - 1. The number of required trees is one (1) per ten (10) parking spaces.
 - 2. Consolidated tree islands require one hundred and eighty (180) square feet per tree.
 - 3. The maximum run of parking spaces is increased from fifteen (15) to thirty (30).
 - 4. This consolidation does not include the tree islands at the end of a row of parking or along perimeter parking rows that face a drive aisle or street.
 - 5. A consolidated tree island shall not be located closer than five (5) parking spaces from an end of row tree island.
- C. For nonresidential development, 7% of the net lot area is required to be provided as open space. The open space may consist of any element that is not one of the following:
 - 1. Vehicular paving.
 - 2. Required parking lot tree islands.
 - 3. Building footprint.
 - 4. Utility yards.
 - 5. Required landscape edges.
 - 6. Detention ponds without a constant water and not located between the building and street.

11.08 ACCESS REQUIREMENTS

- A. All retail/commercial driveways served by a median opening shall be divided.
- B. All retail/commercial driveways shall have access to a median opening either directly, or through cross access.
- C. All non-residential lots shall provide cross access drive aisles to adjacent non-

residential properties.

1. If used as a fire lane, the cross access drive aisle shall meet all the criteria for a fire lane.
 2. A shared driveway located along a common property line is encouraged and would satisfy the requirement for cross access.
- D. A drive connection is required between adjacent retail/commercial and residential properties unless otherwise approved by the Director of Planning or his/her designee.

11.09 SCREENING REQUIREMENTS FOR UTILITIES, MECHANICAL, AND SERVICE FACILITIES

- A. All loading and service areas shall be screened from view from adjacent public streets. Screening shall be by walls with complimentary landscaping that is compatible with the project design.
1. Screening walls shall be fourteen (14) feet tall with one row of perimeter evergreen trees adjacent to the loading area.
 2. A screening wall is not required if a double row of perimeter evergreen trees is provided on offset fifty (50) foot centers within a fifteen (15) foot landscape edge. Fifty percent (50%) of the trees shall be canopy evergreen trees.
- B. Trash and Recycling Collection Areas:
1. Trash and recycling collection areas shall be located to minimize visibility.
 2. Trash and recycling receptacles shall be screened with a six (6) foot clay fired brick or stone wall of a color that is consistent with the color of the primary building. Screening enclosures shall be visually and aesthetically compatible with the overall project.
 3. Trash compactors shall be screened with an eight (8) foot clay fired brick or stone wall of a color that is consistent with the color of the primary building. Screening enclosures shall be visually and aesthetically compatible with the overall project.
 4. Collection area enclosures shall contain permanent walls on three (3) sides with the service opening not directly facing any public right-of-way or any residentially zoned property. The fourth side will incorporate a metal gate to visually screen the dumpster or compactor.
- C. Exposed conduit, ladders, utility boxes, and drain spouts shall be painted to match the color of the building or an accent color. Natural metal finishes are an acceptable alternative to paint.
- D. All mechanical equipment shall be screened from view at a point six (6) feet

above ground level at the property line. If a parapet does not accomplish this screening, a screening wall equal to the height of the equipment shall be provided. Buildings adjacent to single family zoned property or property that is designated as single family on the Future Land Use Plan shall provide a screening wall equal to the height of the equipment on all sides that face the residential property.

- E. Property located within an existing or proposed overlay district shall relocate existing overhead utility lines underground upon development in compliance with the Subdivision Regulation Ordinance, Section 7.09(15).
- F. All new utilities shall be buried underground as specified in the Subdivision Regulation Ordinance, Section 7.09(15).

11.10 RETAIL MARKET STUDY REQUIREMENTS

- A. A Retail Market Study shall be submitted for all retail/commercial zoning requests, unless one of the following exceptions applies (ZA03-0004):
 - 1. A Retail Market Study is not required if the subject property is already zoned to allow retail development.
 - 2. A Retail Market Study is not required for any new development along S.H. 121, U.S. 380, FM 423, the Dallas North Tollway, and Preston Road between Eldorado Parkway and S.H. 121.
 - 3. A Retail Market Study is not required for properties that are:
 - a. In compliance with the Comprehensive Plan (re: Future Land Use Plan),
 - b. Fifteen \pm (15.0 \pm) net acres in size,
 - c. Of adequate lot depth to allow for development with a major retail anchor store, and
 - d. Located at the intersection of two major thoroughfares (no mid-block development).
- B. The following parameters should be included in the preparation of the Retail Market Study:
 - 1. The Study shall define the market study area being analyzed and all retail properties in the study area with their building square footage areas;
 - 2. The total retail square footage that is part of the proposed development, including local, neighborhood, regional, and “super” retail types;
 - 3. Study area is defined in Chapter 5 of Millennium Plan (page 85);
 - 4. The Study should use a Floor Area Ratio (FAR) of 0.25 for all undeveloped retail sites within the study area;
 - 5. The Study should use agricultural zoning shown as Retail on Future Land

- Use Plan (FLUP) at 0.25 FAR at fifteen (15) acres;
6. The Study should identify the specific residential density (number of residential units) within the study area;
 7. The Study should use agriculture zoning shown as Residential Future Land Use Plan (FLUP) calculated at a density of 3.0 units/acre;
 8. Multi-family areas one corner if agriculturally zoned as shown in Future Land Use Plan (FLUP); and
 9. In determining the appropriate amount of retail, the Study shall use a ratio of thirty (30) gross leasable square feet of retail per person as a target ratio for the study area.
- C. The results of the Retail Market Study will not guarantee approval or denial of a zoning request. They are only part of the overall evaluation criteria.